

IN THE SPECIFICATION

Please amend the paragraph at page 1, lines 17-27, as follows:

Presentation of a broadcast program in a television broadcast is carried out by sponsors of commercials which are broadcast during a broadcast program, and the revenues of a broadcasting company such as a broadcasting station or the like [[is]] are mainly the advertising fees which sponsors pay. Such an advertisement fee of a commercial is generally set by mutual consent between the broadcasting station and the sponsor on the basis of a predetermined reference, referring to a broadcasting time slot and the past audience rating.

Please amend the paragraph at page 2, line 21 to page 3, line 7, as follows:

On the other hand, digital recording equipment which can carry out recording by a digital system has become popular. In accordance therewith, when the audience views a broadcast program recorded by digital recording equipment, random access to the program is possible, and the audience can instantly skip the commercials. Namely, it is possible for the audience to view the broadcast program without viewing the commercials at all, and the problem that the advertising effect by the commercials cannot be obtained, arises. Therefore, there is the problem that presentation of broadcast programs or the like by sponsors becomes passive, and the revenues of a broadcasting stations or the like decrease.

Please amend the paragraph at page 6, line 24 to page 7, line 2, as follows:

The rating surveying system 50 is managed by a rating surveying company, and has the functions of computing the audience rating by using a rating surveying device attached to each television receiver or the like, the function and of transmitting the data to the management server 30.